

## San Joaquin Valley Growth Response Study, Phase III



### FACT SHEET

#### **Fresno-Clovis-Southeast Madera Region Demonstration Project**

- ◆ This demonstration project focuses on evaluating urban development form at the regional scale and is designed to consider alternative sets of policy choices and assumptions about the future, such as alternative land uses and expansion of public infrastructure.
- ◆ The project includes development of a land use allocation model, and a visualization and indicator model for use with the current transportation demand models. These modeling tools will assist the cities of Fresno and Clovis and the counties of Fresno and Madera in reviewing the urban landscape, considering alternative growth scenarios and their economic feasibility, and making policy changes to successfully implement their planning documents. The tools will provide information on the land use patterns that could enhance transit, reduce vehicle miles traveled, identify fiscal implications of growth and development, and address air quality issues.
- ◆ The land use allocation model will consider projected population and employment, future household characteristics, development densities, and other factors. Public officials and citizens will be able to view the likely impacts of alternative growth policies in easy-to-understand maps and tables. The output data would be inputted into the visualization and indicator model.
- ◆ The visualization and indicator model, a GIS-based planning support system, will consider a set of indicators that local decision-makers and stakeholders could use to measure conditions, identify issues, evaluate alternative courses of action, and monitor changes overtime. Indicators could include population and employment, development density, multi-family housing share, share of employees within ¼ mile of transit, vehicle miles traveled, air pollutant emissions, etc. Output data would be further analyzed in the transportation demand models. Model outputs will be regional in nature but could be further developed for use at the community and neighborhood levels.
- ◆ The project includes an extensive outreach effort to involve a diverse group of stakeholders, local elected officials, and affected agency staff in selecting the indicators appropriate for the models. The stakeholders group includes transit proponents, the League of Women Voters, the Sierra Club, the business community, the Farm Bureau, health organizations, and environmental justice groups. The local elected officials, their staff, and the stakeholders will also provide input on the alternative growth scenarios to run and analyze in the models.
- ◆ This third phase of the San Joaquin Valley Growth Response Study is scheduled for completion by July 2004. The modeling tools developed in this demonstration project will help facilitate better planning for communities within the San Joaquin Valley. Subsequent reduction in vehicle miles traveled, increased transit use, or compact development would benefit the local, regional, and state transportation network.